

Misbehavior of e-shops' consumers – empirical analysis¹

Introduction

In traditional approach towards consumer behavior it was believed that consumer as 'homo oeconomicus' behave in a rational way. In contrast, it was confirmed that decisions made by consumers are mainly subconscious and depend on environment and situation. It was thought that decision is preceded by national analysis of available options In order to choose the best one [Ohme, Pyl, 2006, pp. 30-35], but in reality consumer base their decisions on intuition and emotions [Jamka, 2013, p. 1]. Consumers have natural, subconscious tendency to make irrational, emotional decisions [Kahnemann, 2012, pp. 12-23]. Consumer misbehavior, which since several years became subject of research, proves that consumer not only do not behave in a rational way, but also very often behave in a manner which violets socially and legally accepted rules in consumption situations [Fullerton, Punj, 1997, pp. 336-339]. These types of behavior, very often called negative behavior, include, for example, stealing, abuse, both verbal and physical, vandalism, creating loss, but also in particular situations making a legitimate complaint or exit [Drennan, Drennan, Keeffe, 2007].

An extremely important and at the same time one of the most significant megatrend shaping the behavior of modern consumers is the virtualization process [Patrzałek, 2014, pp. 263-277], defined as the spectacular development of information and communication technologies enabling the use of Internet, mobile or electronic solutions in economic, social, educational or other [Smyczek, 2010, pp. 375-386, 2012, pp. 148-150; Mazurek, 2012, pp. 11-13; Kolny, 2016, pp. 150-151]. The consumer in the 21st century functions in a globalized world dominated by computer networks [Patrzałek, 2014, pp. 263-277]. In 2015, 64% of adult Poles used the Internet [Centrum Badania Opinii Społecznej, 2015]. According to the Gemius 2015 report, already 70% of Poles use the Internet, representing 24.82 million. Observing the trends of the past 10 years, it can be seen that in 2005 27% of the Polish population (9.55 million) used the Internet, while in 2010 it was already about 50%, which constituted 18.21 million Poles. A noticeable upward trend is visible [Majchrzyk, 2015]. In addition, over 95% of the population aged 18-34 use the Internet. Further statistics show that age is still a criterion for digital exclusion, as the age of Internet users is falling: 86% of

¹ Praca powstała w wyniku realizacji projektu badawczego o nr 2013/11/B/HS4/01470 finansowanego ze środków Narodowego Centrum Nauki.